

# Outcome Measurement Made Easy with PLA's Project Outcome



January 12, 2017

project | **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES

**PLA**  
Public Library Association  
a division of the American Library Association



**PLA**

Public Library Association

## YOUR INDISPENSABLE ALLY

Public libraries create possibility. PLA is the indispensable ally for the people who shape that possibility – the public library leaders and staff who invite anyone in to learn, do, and grow.

[WWW.PLA.ORG](http://WWW.PLA.ORG)



# WHAT WE DO

- Membership
- Continuing Education
- Leadership Development
- PLA Conference
- Advocacy
- Tools, Resources, Publications
- Digital Literacy
  - DigitalLearn.org
- Family Engagement
  - Every Child Ready to Read
  - Partnership w/ Harvard Family Project
- Performance Measurement
  - Project Outcome

# Agenda

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- Measuring Impact
- Project Outcome Toolkit
- Outcome Measurement Process
- Take Action Using Results
- Announcements / Q&A



**Emily Plagman**

*Project Manager*

Public Library Association

**Is this your first time learning about  
Project Outcome?**



**If yes – click “Raise Hand” icon**

# Is your library already using Project Outcome?



If yes – click “Raise Hand” icon

# What is Project Outcome?

project | **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES

It's all FREE!

## Outcome Measurement Made Easy

Resources and Tools to Plan Surveys and Analyze Data at Your Library



### New to the site?

Improve the effectiveness of library programs in your community.

Sign Up

### Already a member?

Access your surveys, training resources, and data dashboards.

Sign In

[www.ProjectOutcome.org](http://www.ProjectOutcome.org)

# Measuring Impact

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- Times have changed
- Intuition is not enough
- Attendance counts are not enough
- Anecdotes are not enough

**Libraries need more data &  
evidence to show their impact**

# Measuring Impact

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How do you measure impact when:

- Library programs & services are unique
- Community needs are different
- Staff are busy
- Resources are limited



# What is an Outcome?

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Specific benefit from a library program/service

Can be quantitative or qualitative

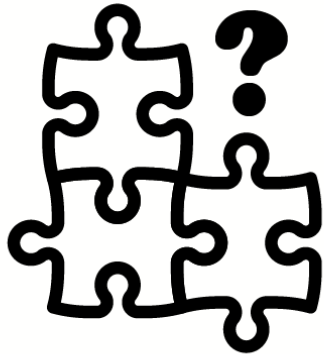
Expressed as changes that individuals perceive

Answers the question: What good did we do?

# Measuring Impact

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## Needs Assessment



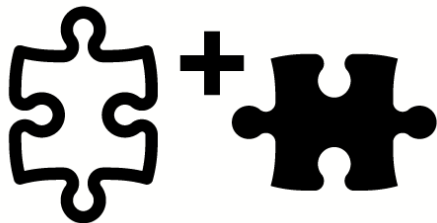
WHAT DOES OUR COMMUNITY NEED

## Patron Satisfaction



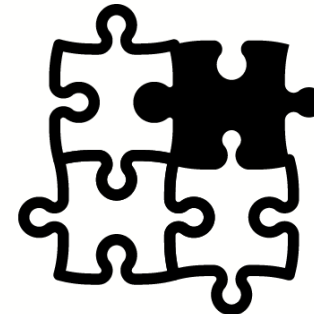
WHAT SHOULD WE DO BETTER

## Outputs



HOW MUCH DID WE DO

## Outcomes



WHAT GOOD DID WE DO

# Measuring Impact

## Needs Assessment



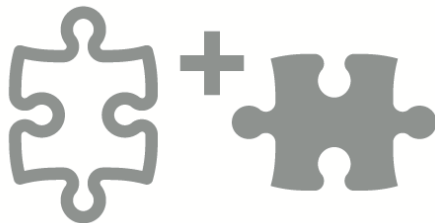
WHAT DOES OUR COMMUNITY NEED

## Patron Satisfaction



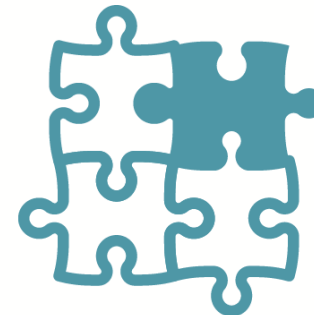
WHAT SHOULD WE DO BETTER

## Outputs



HOW MUCH DID WE DO

## Outcomes



WHAT GOOD DID WE DO

# Is your library already measuring outcomes in some way?

Asking patrons if they found a job after attending a job search class

Surveying caregivers to determine if they read more to their children after attending a storytime

*Share in the chat...*



# Project Outcome Toolkit

# Why Project Outcome?

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- We've been told we need to measure outcomes
- We know why they are important
- We need to be able to better tell our library's story
- We need a more consistent way to measure
- Why reinvent the wheel?



# Project Outcome Toolkit

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- Quick & simple surveys
- Easy-to-use Survey Portal
- Ready-made data reports
- Visually interactive Data Dashboards
- Resources & training

It's all FREE!



# Performance Measurement Task Force

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- Task Force charged with development and testing of patron-facing surveys
- Task Force is made up of a diverse group of public libraries, state libraries, and researchers throughout the country

# Survey Topic Areas

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**EARLY CHILDHOOD LITERACY**



**DIGITAL LEARNING**



**EDUCATION/LIFELONG LEARNING**



**SUMMER READING**



**CIVIC/COMMUNITY ENGAGEMENT**



**JOB SKILLS**



**ECONOMIC DEVELOPMENT**

# Survey Questions

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Outcomes:

- ✓ KNOWLEDGE
- ✓ CONFIDENCE
- ✓ BEHAVIOR CHANGE
- ✓ AWARENESS



+ What did patrons like most?

+ What can the library do to improve?

# Survey Tools

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Immediate  
Survey

Patron-  
Reported  
Learning

Follow-Up  
Survey

Patron-  
Reported  
Adoption

Outcome  
Measurement  
Guidelines

Long-Term  
Impact

# Immediate Survey

- Patron-Reported Learning
- Open-Ended Feedback
- Immediate Impact
- End of Program
- Less Staff Time

Please take a few minutes for this brief survey and let us know if, as a result of participating in the **EARLY CHILDHOOD LITERACY** program . . .

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
You learned something that you can share with your children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You feel more confident to help your children learn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You will spend more time interacting with your children (e.g., reading, talking, singing, writing, playing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You are more aware of applicable resources and services provided by the library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you like most about the program?

What could the library do to improve your children's enjoyment of reading?

Date:

Time:

Location:



**EARLY CHILDHOOD LITERACY**

# Using Immediate Survey Outcomes

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WHAT GOOD DID WE DO

- Assess immediate impact of a program/service
- Inform program/service changes
- Provide a “snapshot” for advocacy and reporting

# Follow-Up Survey

- Patron-Reported Adoption
- Open-Ended Feedback
- Change of Behavior
- 4-8 Weeks Later
- More Staff Time

Please fill out this survey, answering the questions that follow this sentence:  
**As a result of participating in the EARLY CHILDHOOD LITERACY program or using a related library service...**

I learned how to do the following with my child(ren):

- ☐ Read      ☐ Write      ☐ Sing      ☐ Play  
☐ Other (fill in) \_\_\_\_\_

I have a better understanding of the value of doing the activity(ies) I learned with my child(ren).

- ☐ Yes  
☐ No  
    ■ Please explain:

I spend more time doing what I learned with my child(ren).

- ☐ Yes  
☐ No  
    ■ Please explain:

I used what I learned to do something new or different with my child(ren).

- ☐ Yes  
☐ No  
    ■ Please explain:

I have used additional services of the library.

- ☐ Yes  
☐ No  
    ■ Please explain:

Thinking back, what did you like most about the program or service?

What could the library do to help you with your child?

Date:  
Time:  
Location:



**EARLY CHILDHOOD LITERACY**

# Using Follow-Up Survey Outcomes

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WHAT GOOD DID WE DO

- Assess impact of a program/service after some period of time
- Inform internal planning
- Measure progress toward strategic goals
- Provide evidence for advocacy

# Survey Outcomes

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## Immediate

*I **feel more confident** about the job search process...*

*I **will use what I learned** today in the job search process...*

## Follow-Up

*I **used what I learned** to search for a job in new or different way...*

*I **received an interview or offer** for a new job...*

# Outcome Measurement Guidelines

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- Measuring long-term community impact
- Data collection methods determined by library and/or external partner
- Outcome Measurement Guidelines available in **2017**

# Project Outcome Website

[ABOUT US](#)[NEWS](#)[CONTACT](#)[SIGN IN](#)

## Outcome Measurement Made Easy

Resources and Tools to Plan Surveys and Analyze Data at Your Library



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[www.ProjectOutcome.org](http://www.ProjectOutcome.org)

# RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.



## Featured Resource

### Outcome Measurement Continuum

Learn the many ways your library can measure outcomes!

#### Getting Started

- | What Is Outcome Measurement?
- | Building Internal Support
- | Output vs. Outcome Quiz
- | Choosing the Right Survey
- | FAQ
- | Outcome Measurement Process

#### Surveys

- | Survey Development Process
- | Meet the Task Force
- | Survey Questions
- | How to Talk to Patrons about Surveys

#### Data Collection

- | How to Use the Survey Portal
- | Survey Collection Best Practices
- | Data Collection Team

#### Data Analysis

- | Analyzing Qualitative Data
- | How to Use the Data Dashboard
- | How to Maximize Your Results

#### Taking Action

- | Good Practices for Communicating Data
- | Advocacy Resources

#### From the Field

- | How We Compare
- | On-Demand Webinars
- | Public Library Participants
- | Case Studies

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## TOOLS

### Survey Portal

Access surveys, input survey data, and generate reports of your results.

[GO TO SURVEY PORTAL](#)

### Data Dashboard

Visualize, analyze, interact with, and print your survey results.

[GO TO DATA DASHBOARD](#)

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### Featured Resource

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# Survey Portal



Advancing libraries through community insight

[Home](#) [Library benefits](#) [How it works](#) [Pricing](#) [FAQ](#) [About us](#) [Contact us](#)

project | **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES



MY IMPACT

ORGANIZATIONAL PROFILE

REPORTS


[Account settings](#)

Select another survey

Project Outcome: Early Childhood Literacy: 11/26/15 - 11/30/15


Project Outcome: Early Childhood Literacy (In progress)


Fielding dates




Your web survey closed on November 30, 2015.

Responses



 0

Web responses

 0


Paper responses

0

Surveys collected

Counts are updated hourly.


Survey links



[Get survey links](#)

[Survey end page URL](#)

Paper surveys



You have 6 days to enter paper surveys. If you have no paper survey responses, you can close the survey.

[Enter paper surveys](#)

[View paper survey \(English\)](#)

 After survey closes

Your survey promotion plan

☐ Send editorial report

☐ Restore session settings

☐ Remove links from captive portal

☐ Remove flyers

☐ Remove table tents

☐ Remove survey links

☐ Share reports

[View full plan](#)

# Survey Reports

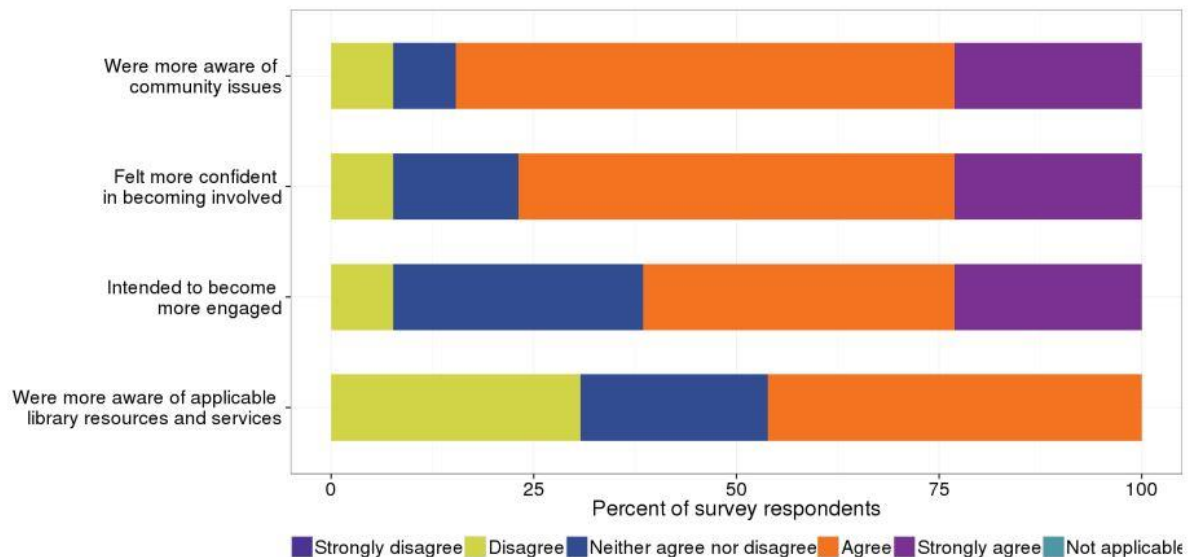
## Implications for Community Impact

Civic and community engagement can include a range of activities like participating in public meetings, joining a local organization, accessing government information and services, or volunteering for a cause - all of which contribute to a sense of social connectedness and personal investment in the community. There is a growing body of evidence that this leads to a range of tangible benefits for communities, including increased social and economic opportunity.

- Public libraries support civic engagement. For instance, they deliver information and facilitate conversation about community issues.
- People who participate in community meetings. According to a recent survey, 28% of people who coordinated with other library users to attend a meeting held at a library reported they have coordinated with other library users to attend a meeting held at a library who did not coordinate with other library users in the previous year.

## Results

The results of the Civic and Community Engagement surveys are shown in the chart below.



## Program Information

Program Name	Attendance	Response Rate	Session Date
Teen Town Talks	9	67%	February 09, 2016
Town Talks	12	58%	February 02, 2016

## TOOLS

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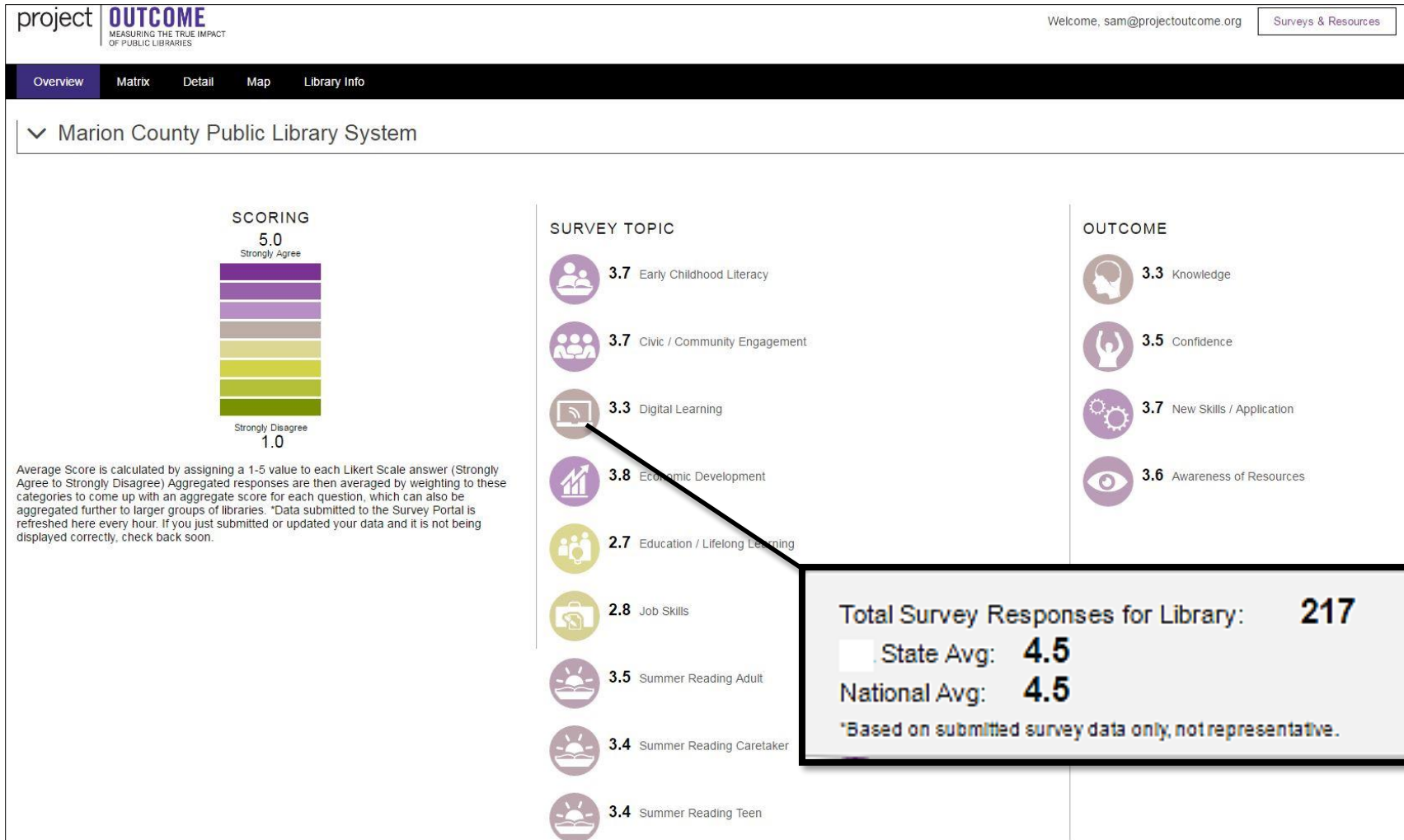


### Featured Resource

#### Outcome Measurement Continuum

Learn the many ways your library can measure outcomes!

# Data Dashboard



# Data Dashboard

view **Matrix** Detail Map Library Info

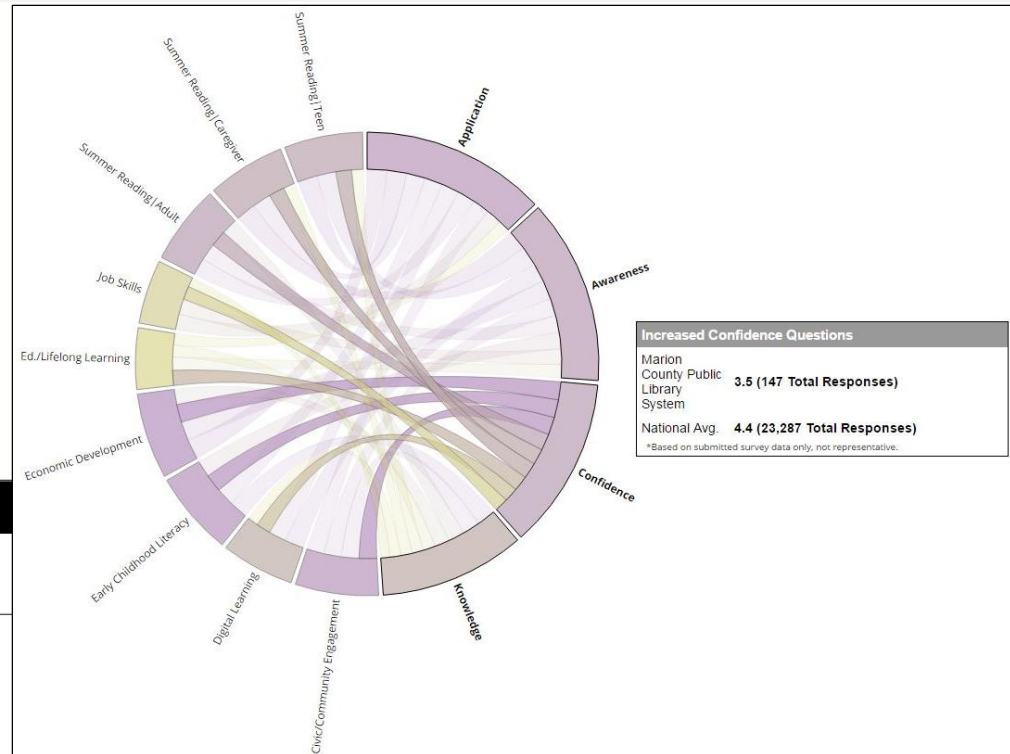
Marion County Public Library System

SCORE SURVEY TOPIC FILTER BY: PROG. NAME DATE

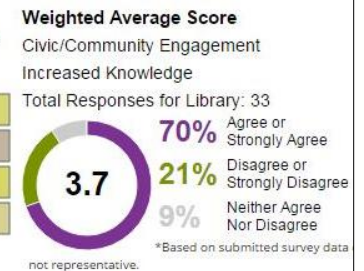
**SCORING**  
5.0  
Strongly Agree

**AVERAGE SCORE MATRIX**

Strongly Disagree  
1.0

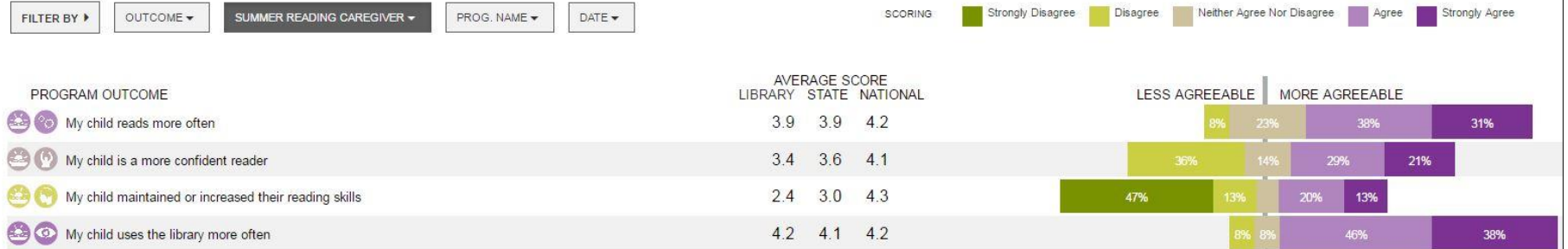


		Economic Development	Early Childhood Literacy	Civic/Community Engagement	Summer Reading Adult	Summer Reading Teen	Summer Reading Caregiver	Digital Learning	Job Skills	Ed./Lifelong Learning
		3.8	3.7	3.7	3.5	3.4	3.4	3.3	2.8	2.7
Knowledge	3.3									
Confidence	3.5									
Application	3.7									
Awareness	3.6									



# Data Dashboard

## RESPONSES BY SERVICE OR SURVEY TOPIC AND DOMAIN



### Open Response View & Export

**Export all** **Export selected** **Search:**

(Press ctrl or shift while clicking to select multiple)

**Date** **Library** **City** **Survey** **Program** **For Improvement** **Liked Most**

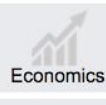
2/1/2016	Bellevue Public Library	Bellevue, ZZ	Civic / Community Engagement	Town Talks	Don't let Town Talks run over allotted time	I like hearing from my fellow neighbors and knowing I'm not alone in my concerns
2/1/2016	Bellevue Public Library	Bellevue, ZZ	Civic / Community Engagement	Teen Town Talks	Emphasize college applications to get teens more involved	Gave me good ideas on getting involved
2/1/2016	Bellevue Public Library	Bellevue, ZZ	Civic / Community Engagement	Town Talks	Limit talking time to 5 minutes - not a free for all	Allows us to connect face-to-face with people in our town
2/1/2016	Bellevue Public Library	Bellevue, ZZ	Civic / Community Engagement	Teen Town Talks	More volunteer opportunities for teens	Makes me want to be more involved

# Data Dashboard

## PROJECT OUTCOME SCORES BY LIBRARY OUTLET



Demographics



Economics



Education

### WITHIN 5 MILE RADIUS



#### POPULATION

78,812



#### FOREIGN POP.

17%



#### LIMITED ENGLISH

10%

#### AGE & SEX



48%



52%

65+

45-64

30-44

20-29

<20

#### COUNTRIES OF IMMIGRATION

Mexico 26%

Guyana 7%

Jamaica 6%

Guatemala 6%

Brazil 6%

#### AT HOME LANGUAGES

Only English 76%

Spanish 18%

Portuguese 1%

Tagalog 1%

French 1%

#### YEAR OF IMMIGRATION



<1990 1990s 2000s 2010+

#### RACE

White 66%

Black 19%

Native Amer 0%

Asian 4%

Pacific Isl 0%

Other 10%

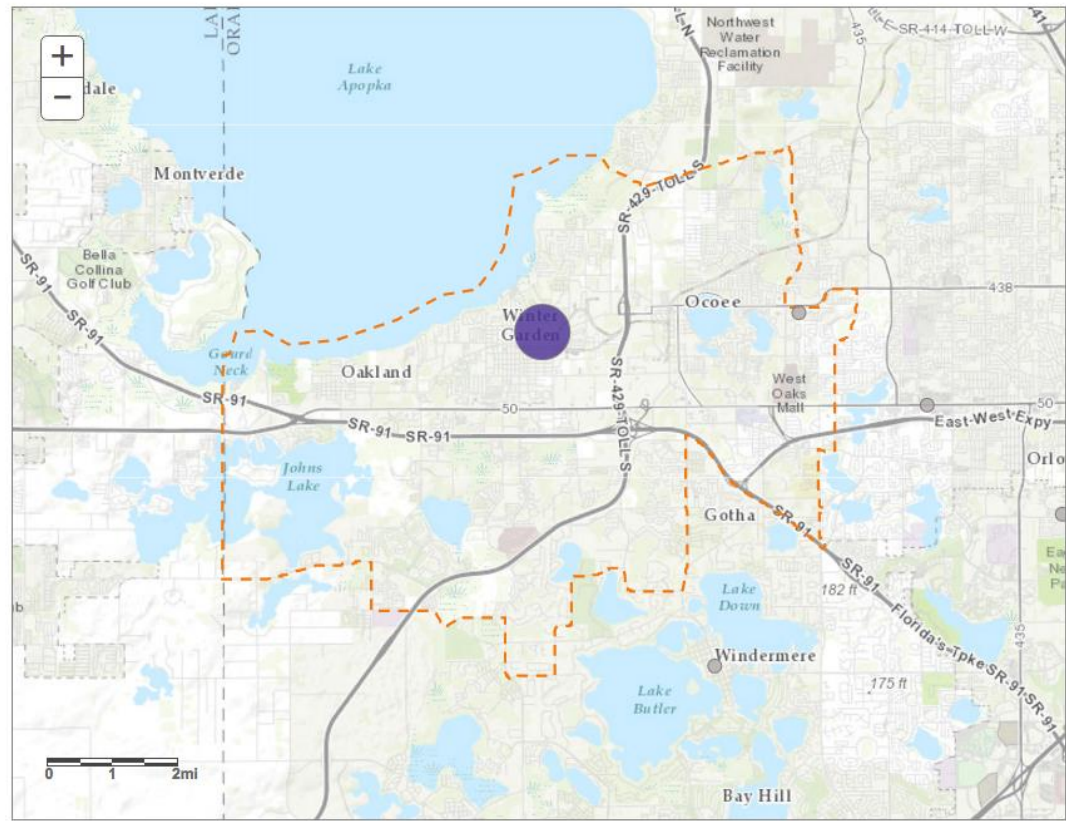
Hispanic/Latino Non-Hispanic

SELECT CUSTOM AREA



SELECT OUTCOME

Job Skills



# Benefits of Project Outcome

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- ✓ Short & simple surveys = higher response rates
- ✓ Capturing snapshot data
- ✓ Open-ended comments are goldmine
- ✓ At your own pace: pick & choose surveys based on program, capacity, and learning objectives

# Benefits of Project Outcome

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- ✓ The ready-made reports & data dashboards do the heavy lifting for you
- ✓ Standardization of outcome measures
- ✓ Aggregate, national score comparisons

# What program or service could your library measure?



**EARLY CHILDHOOD LITERACY**



**DIGITAL LEARNING**



**EDUCATION/LIFELONG LEARNING**



**SUMMER READING**



**CIVIC/COMMUNITY ENGAGEMENT**



**ECONOMIC DEVELOPMENT**



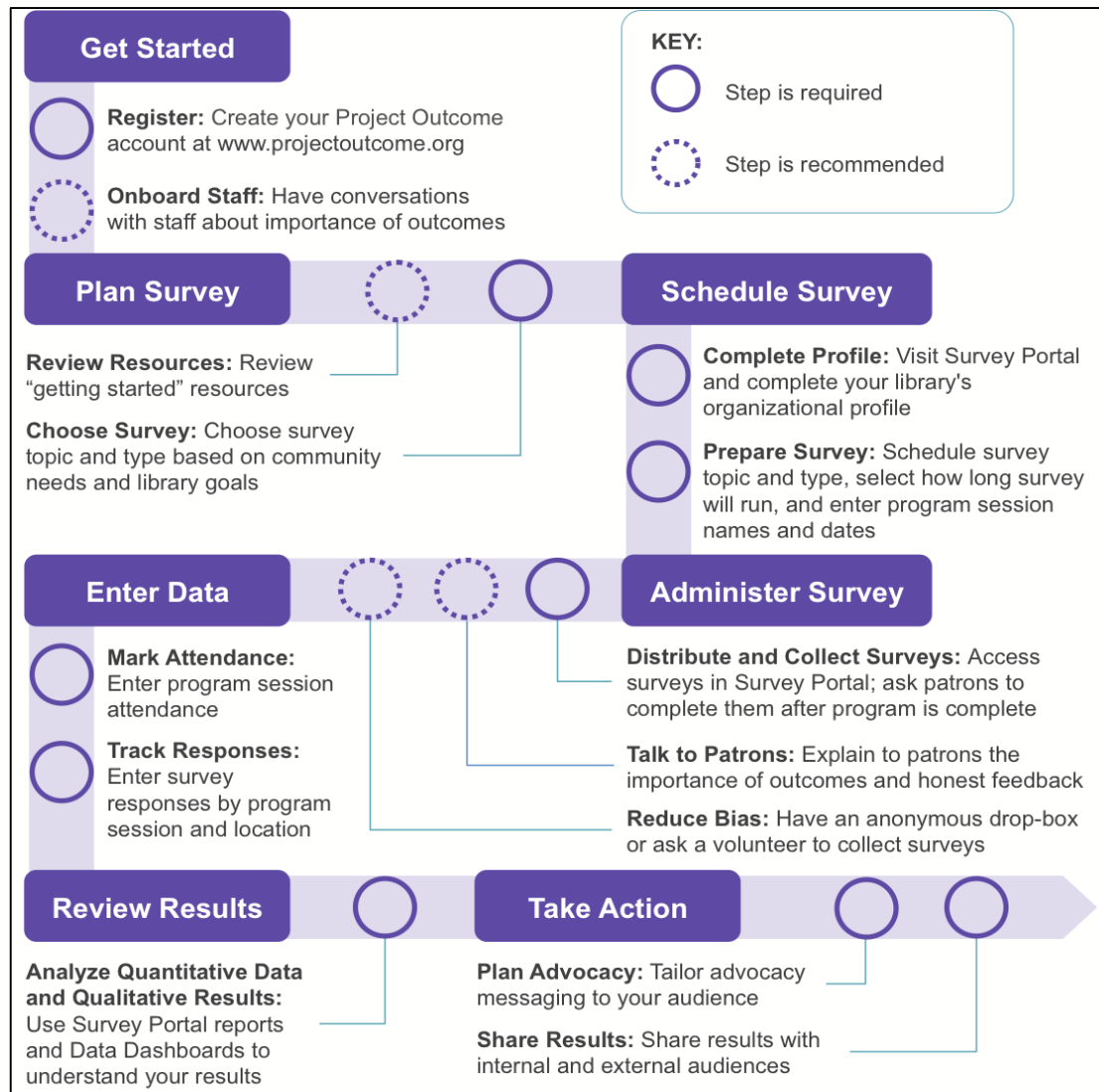
**JOB SKILLS**

*Share in the chat...*

A diagram illustrating the Outcome Measurement Process. It features a series of seven circular icons arranged in an upward-curving path on a light gray background. The icons represent various stages: 1. A group of three people with a lightbulb above them. 2. A bar chart with an upward-pointing arrow. 3. A briefcase with a document inside. 4. Three people sitting at a table. 5. A laptop with a Wi-Fi signal icon. 6. Two people sitting at a table. 7. A sun rising over a horizon. The title 'Outcome Measurement Process' is written in a large, bold, purple font, centered below the path of icons.

# Outcome Measurement Process

# Project Outcome Roadmap



# RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.



## Featured Resource

### Outcome Measurement Continuum

Learn the many ways your library can measure outcomes!

#### Getting Started

- | What Is Outcome Measurement?
- | Building Internal Support
- | Output vs. Outcome Quiz
- | Choosing the Right Survey
- | FAQ
- | Outcome Measurement Process

#### Surveys

- | Survey Development Process
- | Meet the Task Force
- | Survey Questions
- | How to Talk to Patrons about Surveys

#### Data Collection

- | How to Use the Survey Portal
- | Survey Collection Best Practices
- | Data Collection Team

#### Data Analysis

- | Analyzing Qualitative Data
- | How to Use the Data Dashboard
- | How to Maximize Your Results

#### Taking Action

- | Good Practices for Communicating Data
- | Advocacy Resources

#### From the Field

- | How We Compare
- | On-Demand Webinars
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- | Case Studies

[www.ProjectOutcome.org](http://www.ProjectOutcome.org)

# Outcome Measurement Process



**Step 1: Set Goals**



**Step 2: Measure Outcomes**



**Step 3: Review Results**



**Step 4: Take Action**





# Take Action Using Results

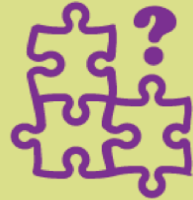
# Take Action Using Results

## *Program Improvements*



# Take Action Using Results

---



WHAT DOES OUR  
COMMUNITY NEED



HOW MUCH DID WE DO



WHAT GOOD DID WE DO



WHAT SHOULD WE DO BETTER

*Strategic Planning*

# Take Action Using Results

---

## *Communication*

Patrons

Staff



Library Board

Community

# Take Action Using Results

---

## *Partnership*

- As part regional partnership to reduce poverty
- Begin school partnership discussions to stop the summer slide
- Partnering with a community college to off better/more advanced business development classes



# Take Action Using Results

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## *Grant Funding*

- Summer Reading Dollar General Grant
- Friends of the Library grant for STEAM trunk
- LSTA reporting





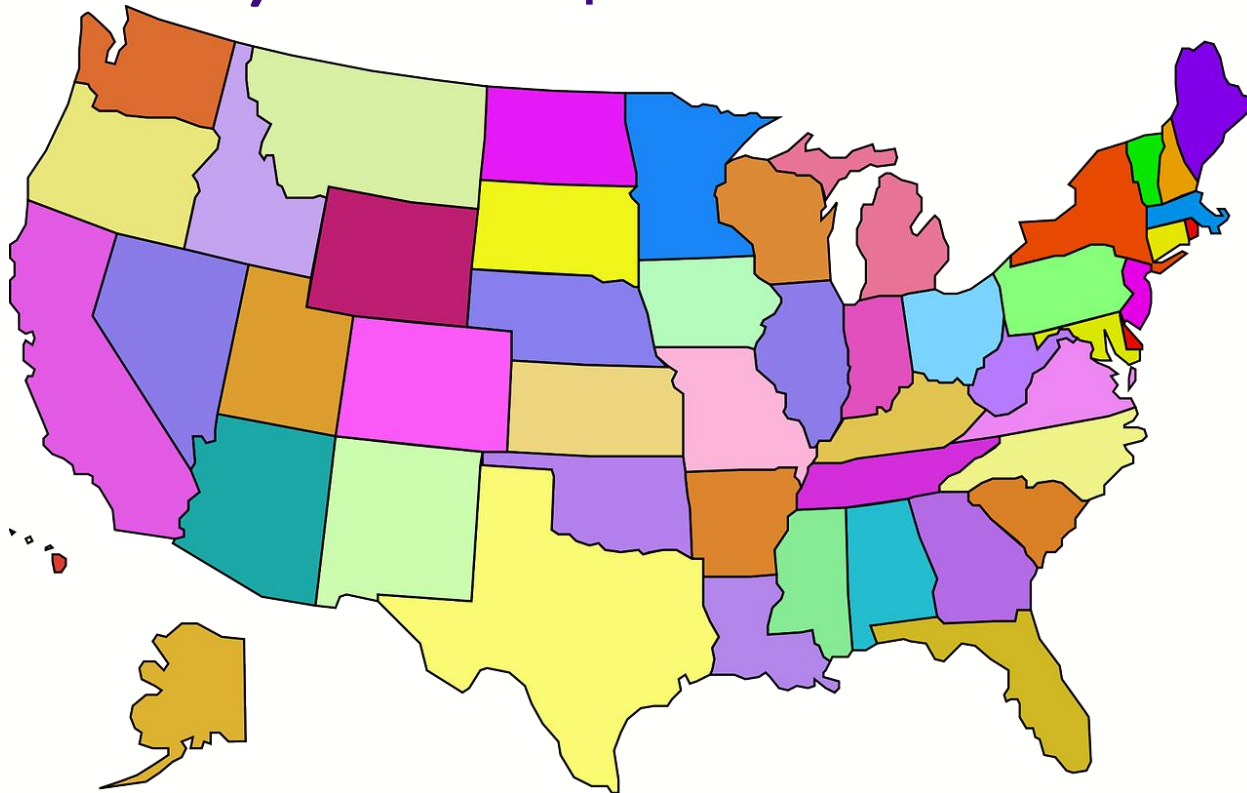
# Updates & Announcements

# Project Outcome in the Field

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**2,800+** registered users representing

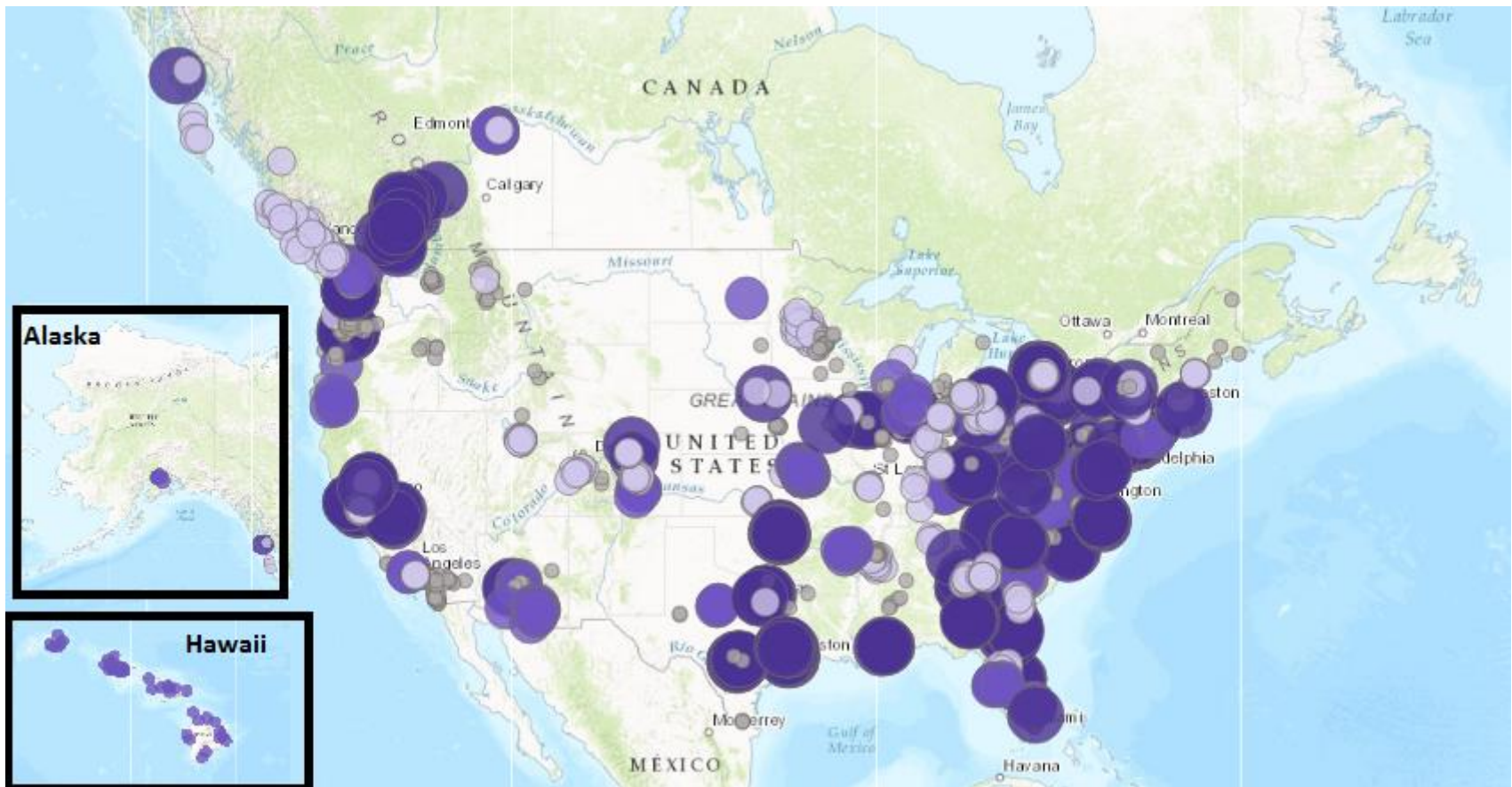
**1,500+** public libraries



# Project Outcome in the Field

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45,000+ patrons surveyed



# Next Webinar – Save the Date

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FREE monthly webinars

Rolling Out Project Outcome in Your Library

*Thursday, February 23, 1-2 PM Central*



# Regional Training Workshop

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**Targeted to:** library directors, managers, supervisors or staff who will be responsible for managing or overseeing Project Outcome

## **Includes:**

- One full-day, in-person workshop
- Two 90-minute online meetings
- Expert trainer and workshop materials

# What's Next

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- Register for FREE at [www.projectoutcome.org](http://www.projectoutcome.org)
- Review training resources
- Schedule a survey in the Survey Portal
- Analyze Data Dashboards
- Join the Facebook group
- Follow Project Outcome on Twitter
- Engage on Community of Practice

**#ProjectOutcome**

# Community of Practice

project **OUTCOME**  
MEASURING THE TRUE IMPACT  
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Welcome, Test

TOOLS & RESOURCES

ABOUT US

NEWS

CONTACT

SIGN OUT

## TOOLS

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[GO TO SURVEY PORTAL](#)

### Data Dashboard

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## RESOURCES

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Search Project Outcome Resources

### Featured Resource

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Learn the many ways your library can measure outcomes!

#### Getting Started

- Project Outcome 101
- Readiness Assessment
- What is Outcome Measurement?
- Outcome Measurement Process
- How to Use the Survey Portal
- How to Use the Data Dashboard

#### Surveys

- Immediate Surveys
- Follow-Up Surveys
- Follow-Up Survey Protocol
- Choosing the Right Survey
- Meet the Task Force
- Survey Development Process
- How to Talk to Patrons about Surveys

#### Data Collection

- Data Collection Roadmap
- Data Collection Team
- Building Internal Support
- Survey Collection Best Practices

#### Data Analysis

- How to Maximize Your Results
- Analyzing Qualitative Data

#### Taking Action

- Advocacy Tips
- Advocacy Resources
- Good Practices for Communicating Data

#### From the Field

- On-Demand Webinars
- Case Studies
- How We Compare
- Public Library Participants
- Project Outcome Regional Training

Have a question about Outcome Measurement?

Join your colleagues in our online community of practice to get ideas, information, ask questions, and more.

[GO TO COMMUNITY OF PRACTICE](#)

project **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES

12

H

Q

≡

all categories

Latest

New

Unread

Top

Categories

+ New Topic

Topic	Category	Users	Replies	Views	Activity
Welcome to Project Outcome Discourse			1	21	Jun 30
The goal of Project Outcome is to help public libraries understand and share the true impact of essential library services and programs. With Project Outcome, patron attendance and anecdotal success stories are no longer... <a href="#">read more</a>					
Programming Data Management - How & What?			0	12	25d
Collecting contact information from patrons			2	20	Aug 22
Increased staff time with Follow-Up Surveys			1	17	Aug 11
Indicating Impact by Tying Children's Programs to Research			7	34	Aug 8
There are no more latest topics.					

www.projectoutcome.org

# Questions?



Emily Plagman

*Project Manager*

Public Library Association

# Thank you!



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